

## NEWS BREAK - NEWS BREAK - NEWS BREAK

### IMPORTANT DEVELOPMENTS REGARDING THE MAESTRO HATCHERY CONTROL SYSTEM

Most of you who are receiving this announcement are current users of either the Chick Master Hatchery Advisor System (formerly called the Oracle) or the Chick Master Galaxy Setter and Hatcher Management System.

We are happy to announce that the software upgrade release planned for December 2011 will include the ability to display all of the key operating information and statistics currently being generated by these systems. The initial release will:

- 1) Provide all of the data collection and display features of the Advisor\*;
- 2) Provide all of the programming and management functions of the Galaxy;
- 3) Significantly improve upon any system currently on the market with regard to graphing and data selection to support the role of management in the hatchery environment.

Please be aware that not all existing control platforms will be supported by this release. The initial release will cover the Gen IV, the Gen IV-o, and the Zeus controls. Other Chick Master controls and non-CM controls that are capable of data communication will be covered by releases currently scheduled to be completed within the next 6-12 months.

This new release of Maestro is available as a free upgrade to those hatcheries currently using validly licensed versions of Galaxy. It is also available to current Hatchery Advisor\* users who must only pay for the Maestro software but who will receive 100% credit for the purchase price of the Hatchery Advisor\*.

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**REMINDER**  
All Chick Master and Chick Master-Buckeye customers who purchased Galaxy systems are entitled to a **FREE UPGRADE TO MAESTRO**

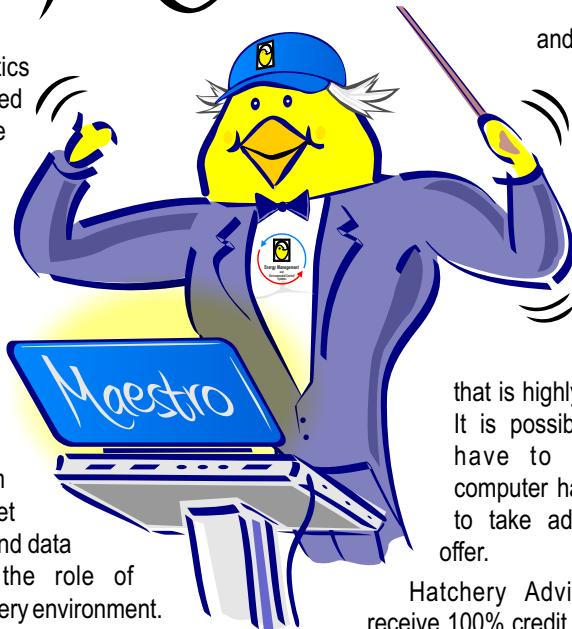
—a change that is highly recommended. It is possible that you will have to upgrade your computer hardware in order to take advantage of this offer.

Hatchery Advisor\* users will receive 100% credit for the purchase price of that package if they wish to upgrade to the Maestro system. In almost all cases the computer hardware purchased to support the Hatchery Advisor\* will also support the Maestro software.

*Reminder: Maestro is currently available to support Chick Master Genesis IV, Chick Master Genesis IV-o, and Zeus control systems.*

*\* formerly called the Oracle*

# Maestro

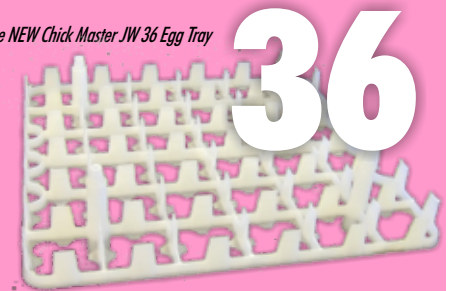


To Our Hatchery Friends:

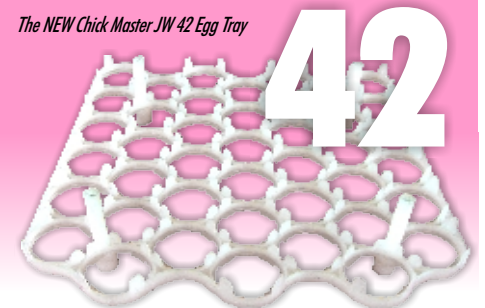
## CONTINUING TO THINK PINK

We didn't really expect to change the world with our little effort to raise funds for the breast cancer research programs. But, after only ten days since the program launch I have to say the amount of trays quoted is really encouraging. If only a small portion of what has already been quoted does happen we'll be well over the thousand dollar mark for a donation. We were really hoping we would be over the \$10,000 mark and with more than 3 months to go we may well exceed that number. Please think about it if you need either the JW 36 or the JW 42 tray. Not for our sake. We're used to working hard and buying losing lottery tickets. But we'd really like to make a difference in this world.

The NEW Chick Master JW 36 Egg Tray



The NEW Chick Master JW 42 Egg Tray



## CHICK MASTER EMPLOYMENT OPPORTUNITIES WORLDWIDE

We need to take this opportunity to thank you for being such loyal customers. Chick Master has been exceptionally busy for several years now thanks to the continued belief in our products by customers like you. It is our sincere hope and belief that you too have found success in your marketplace helped at least a little bit by the products you have purchased from us.

Now we need to ask for yet another favor. When a company is fortunate enough to build success upon success it tends to stretch it's people resources. Ours are pretty much as stretched as they are going to get so we need to add some people. If you know of anyone looking for employment that might fit any of the following job descriptions please ask them to send a resume to [msarduy@chickmaster.com](mailto:msarduy@chickmaster.com).

**1. Customer Service Electrical Engineer—Bridgwater UK.** We are looking for someone with an EE degree to provide customer and factory support in South West England and to assist our customers in use of The Maestro hatchery information system.

**2. Incubation Specialist(s)—Europe/Asia.** We need both full-time and consulting basis people who can provide technical support to new single stage users in Europe/Asia/Africa and who can support trial installations in numerous areas of these continents. Because of the nature of the job where the applicants currently live is not a significant issue—most likely they can stay right where they are!

**3. Ventilation Sales Manager—Europe.** The tremendous successes scored by our GL series for ventilation and our Heat Recovery and Energy Management systems requires that we find a sales person somewhere in the area of Europe to promote the products and close sales. Language skills and experience with ventilation are the keys—not necessarily hatchery knowledge!

**4. North American Electronics/Ventilation Sales Person.** Looking for a person with special skills preferably housed in the eastern side of the US or in Canada to handle the heavy volume of inquiries from this and the Latin American market for control upgrades, RT ventilation units, ventilation controls and the Heat Recovery/Energy Management packages.

**5. Latin American Sales Person.** The Central- and South American markets have always been good to us but the addition of our ventilation and automation products is causing us to use maximum effort to keep from being overloaded with customer requests. We need a bilingual person to help Ralph Magrans, VP of Sales for LA. Ideally this person would work out of our Cumming, Georgia, US, office.

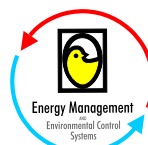
If you know anyone that might fit one or more of these positions please push that person our way. Unless of course that person is someone you really don't like. In that case, please send them to our competition.

Please come and visit us on our booth at IPE 2012 in Atlanta, GA. You can be sure of some good hospitality and learn about a wealth of new products and services that will give you *More Chicks, Better Chicks, Lower Costs and a Greener Environment.*

Don't miss the opportunity to improve your hatchery **whatever your incubation system!**



Please contact us for any product or support information you may require



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## FUN TIME

While looking for a simple quiz to put into this E-News, I came across the following that the US Government published to test the level of knowledge of students approximately 12 years old. Of course I took the test and I hope you may wish to do as well.

True	False	(1) Water contracts when it freezes
True	False	(2) Water has a high surface tension
True	False	(3) Condensation is water coming out of the air
True	False	(4) More things can be dissolved in sulphuric acid than water
True	False	(5) Rainwater is the purest form of water
True	False	(6) It takes more energy to heat water at room temperature to 212°F (100°C) than it does to change 212°F water to steam
True	False	(7) If you evaporate an 8-inch (20cm) glass from the Great Salt Lake (salinity about 20% by weight) you will end up with 1 inch (2.5cm) of salt
True	False	(8) Sea water is slightly more basic (the pH value is higher) than most natural fresh water
True	False	(9) Raindrops are tear shaped
True	False	(10) Water boils at a lower temperature at Denver (altitude 5,000ft or 1,500m) than at the beach

Answers in the next E-News.

### The ROADRUNNER and the COYOTE

I love cartoons and sincerely hope you do as well. Without question the top of my list is reserved for the Roadrunner and the Coyote although in recent years Scooby-Doo has been closing the gap. For a Wile E.

Coyote guy like me anyone posting an intriguing thought about these characters is likely to get my business. Luckily I didn't have my checkbook with me when I went into a local clearance shop and saw this sign: "If Wile E. Coyote could afford to buy all that stuff from the Acme Company, why didn't he just order take-out dinner?"



With a bit of time to reflect on that thought I realized the store was probably run by an accountant who had no sense of adventure. My check book is safe!

Visit our on-line parts shop at [www.chickmaster.com](http://www.chickmaster.com)

and start earning points today

